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ABSTRACT

These guidelines were developed to assist school administrators who have the responsibility of organizing a one- to three-day professional development program. The first section outlines the tasks involved in planning and implementing a workshop. The remaining sections cover the following: (1) developing and utilizing the workshop theme; (2) marketing the workshop; (3) understanding the hotel (menu planning, reservations, and meeting room set-up); (4) selecting the site; (5) planning the budget; (6) developing evaluation forms; (7) designing the pre-registration brochure; and (8) planning workshop sessions. Also included is a list of human resources. (EM)

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HOW TO PLAN AND IMPLEMENT A WORKSHOP

By Jacquie Howell

May 1982

Association Of California School Administrators
Foundation For Educational Administration

EA015923

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The Association of California School Administrators has continued to grow these past eleven years, reaching almost 14,000 in membership. Being the unique organization that it is, with all levels of the management team in administration, ACSA is always striving to provide all members with new professional development programs.

These guidelines were put together to assist those members in the field who have the responsibility to organize a one to three day professional development program. There is a need for greater professionalism in meeting planning, and I hope you take advantage of this new service ACSA has to offer.

If you find yourself with the duty of arranging a program, take the time to review these basic guidelines specially structured to assist ACSA members. If your responsibilities are more complex, we would be happy to review the attached materials with you and go into all areas in depth.

If you need further clarification, please call (415) 692-4300.

Jacquie Howell

Jacquie Howell, Conference Executive
Association of California School Administrators
1575 Old Bayshore Highway
Burlingame, CA 94010

HOW TO PLAN & IMPLEMENT A WORKSHOP

I. THE PLANNING AND IMPLEMENTATION PROCESS

A. Appoint A Planning Committee

1. The recommended number of committee members for a one to three day workshop is two to three. In all probability, three meetings will be adequate to organize a workshop of three days. However, committee members should be expected to assist on-site during the workshop.

2. Guidelines should be established concerning committee responsibilities. Decisions regarding complimentary registrations, housing and meals during the workshop should be made immediately. If such complimentary arrangements are made, be sure to consider them when developing the budget.

B. Do A Needs Assessment

1. Identify your target population--at whom is the workshop aimed?

2. Estimate the number of persons who will attend.

C. Establish Workshop Objectives

1. Motivate and inspire.
2. Create member involvement and interaction.
3. Educate and inform.
4. Socialize.

D. Select A Theme And Logo

1. A theme does for a workshop what the title or theme does for a play, movie or television series. Refer to Development And Utilization Of The Workshop Theme under Tab 1.

2. Vehicles for making the theme come alive include:

a. printed materials: a dynamic logo, promotional mail, program, registration packets, newsletter.

b. signs or banners: podium signs, stage backdrops, bus signs or any other signs printed.

c. decorations: room decorations, table decorations.

d. speakers: plan your program around the theme. Presenters should incorporate the theme in their presentations. Introducers should tie it into their introductions.

E. Establish A Date

1. Three day workshops should be booked at least six months in advance. One year is preferable.

2. Most hotels will not confirm a one-day meeting without three months' notification.

3. Avoid major holidays unless it ties in with a holiday function, or is social. Check the state and local ACSA master calendars, to avoid conflicts with other programs.

4. Review the Workshop Marketing Plan under Tab 2.

F. Decide The Location And Facility

1. If spouses are to be invited, and the meeting is geared to include social functions, select a resort setting.

2. If in-depth programs are planned, it is best to use conference centers where the facilities are isolated. Airport hotels are being used more frequently for these types of meetings, as usually there are no transportation costs, usually they are less expensive and do not have the distractions of a resort atmosphere.

3. Refer to the Workshop Planning Form under Tab 3. Read the reference materials in Tab 3 before completing your form.

4. Refer to the Site Selection Check List under Tab 4.

G. Develop A Workshop Budget

1. Refer to the sample Workshop Budget Planning Form under Tab 5. Your registration fee can be determined by measuring the estimated expenditures and projected attendance.

2. We recommend a higher fee for on-site registration, as this prompts people to pre-register, which enables you to better estimate attendance and keep the facility notified.

3. Charge a service fee for cancellations to offset handling costs. Arrive at a firm deadline for acceptance of written cancellations.

4. Establish the complimentary policies for presenters and guests so these costs can be included in the budget--particularly if meals are included.

H. Program Content

1. Identify topics and speakers, utilizing ACSA's Human Resources File under Tab 6.

2. Keynote speakers

   a. When negotiating with speakers, obtain a total cost including expenses.

   b. Contact initially by phone; however, many request a letter with a brief description of your organization before consideration will be given. Should this be the case, always brief him/her of your theme and let the speaker know what topics you want covered. CONFIRM A FLAT FEE INCLUDING EXPENSES by letter to avoid a misunderstanding at a later date. Refer to sample letters under Tab 7.

3. Select and contact all other presenters.

   a. Contact by phone.

   b. Complete the appropriate planning form (refer to samples under Tab 8 and study the Description of Responsibilities therein).

   c. Mail the planning form, along with the Workshop Participant Response Form, to the presenters.

II. COMPLETE PRELIMINARY PROGRAM DRAFTS

A. Implement Initial Publicity

Keeping your theme and logo in mind, utilize regional and state ACSA mailings for announcing your workshop. Refer again to the Workshop Marketing Plan under Tab 2 to be sure you are on target with timelines.

B. Plan Pre-Registration/Preliminary Program Brochure

1. Compile presenters' responses, submit brochure to printer, following outlined timeline. Be sure to make the pre-registration/receipt of written cancellation deadline at least two weeks prior to the function. Some hotels require a three-week cut-off, but this can be negotiated. Refer to the copy of a sample brochure under Tab 9.

2. Mail a copy to each presenter, facility contacts, committee members, et. al.

III. PROCESS PRE-REGISTRATION AND REGISTRATION ON-SITE

A. Pre-Registration

1. Compile weekly update of registrants

2. Prepare packets to include:

a. name badge listing name, position, district
b. receipt, if paid by personal check
c. program presenter ribbons
d. meal ticket
e. workshop evaluation form
f. envelope with registrant's name (last, then first) in upper right hand corner. Put all the above items in envelope.

3. Keep in touch with hotel or other facility regarding the count of registrants if the numbers increase or decrease greatly.

B. On-Site

1. Plan to staff the registration desk with one person for each 50 registrants. Use committee members or staff members. You may contact the Convention & Visitors Bureau of the host city for experienced registrars at little or no cost.

2. Use the workshop packing list under Tab 10 to help you in planning materials to have at the workshop.

3. You will have already provided the facility with a meal guarantee 48 hours in advance, by counting the number of pre-registrants, subtracting 10 % and guaranteeing that figure. For the final count, add on-site registrants, subtract no-shows and give this number to the banquets manager no later than two hours before the meal.

IV. EVALUATION

A. Workshop Evaluation Form

All registrants should receive one in their pre-registration packet and be requested to turn in at the end of the workshop. These should be compiled and shared with the committee planning the next year's workshop.

B. Room Manager/Evaluator Card

To be completed by the room manager/evaluator. Refer to samples under Tab 11.

V. POST CONFERENCE WRAP-UP

A. Prepare Financial Report

1. Breakdown registrants' income by pre-registration and on-site registration for profile in future years.

2. List expenditures.

B. Refer To Sample Under Tab 12.

DEVELOPMENT AND UTILIZATION OF THE WORKSHOP THEME

A good theme . . .

1. Creates a common need, concern, goal, challenge.
2. Ties together the myriad elements of a workshop.
3. Aids identification and recall.
4. Creates moods, excitement.
5. Helps further the objectives of a workshop.

Tests of a good theme . . .

1. Does it instantly reflect one of the major concerns or problems facing the membership?
2. Does it serve as a subject matter umbrella under which the majority of program material can be encompassed?
3. Does it lend itself to inclusion in the material or comments offered by speakers and other program participants?
4. Does it lend itself to an eye-catching, mind-catching design for a workshop logo?
5. Does it lend itself to "dramatization?"
6. Is it a catch-phrase that will permeate conversations at the workshop?
7. Will it likely become such a catch-phrase that members will use it after they return home from the workshop?
8. Is it provocative?
9. Does it embody more than one element?
10. Does it suggest a personal, tangible goal?
11. Does it suggest action?
12. Does it contain an element of mystery?
13. Is it easily repeated, orally and mentally?
14. Does it stimulate imagination?
15. Is it honestly not trite and in keeping with the dignity of the audience?

Refer to the following page for some samples

SOME SAMPLE THEMES

Every Year For The Child

Ring The Bell For Education

Leadership: Key To Excellence

Together At The Crossroads

Spotlight On Ideas

Take A Giant Step

The Future - It's In Your Hands

The Tides Of March

20 Years -- And The Best Is Yet To Come

Curriculum For All Seasons

Curriculum: The Future Is Now

Directions For Tomorrow

Education - A Focusing Of Energies

Positive Approaches To Leadership

The Leadership Team

The Future & Now - Bridging The Gap

Learning For Living: Sharing Responsibility

Quest For Excellence

WORKSHOP MARKETING PLAN SAMPLE

Committee Timeline

Date of Workshop: October 25

1st Committee Meeting:	April 1	Appoint committee, hold meeting. Responsibilities: select theme and logo, identify program content, establish workshop objectives, dates, determine individuals' responsibilities, develop tentative budget.
Site Inspection	May 1	Committee chairperson or full planning committee inspects facilities, negotiates rates, prepares final budget for review by committee.
2nd Committee Meeting	May 15	Finalize topics, keynote speakers and other presenters by completing apropriate planning forms, review final budget, confirm facilities, organize pre-registration form/preliminary program, assign commitee responsibilities on-site (i.e., staffing registration desk, audio-visual equipment coordinator - if not utilizing services provided by facility).
Deadline	July 1	Responses due from presenters.
3rd Committee Meeting	Oct 14	Committee should meet for one hour the afternoon prior to the workshop to review responsibilities and any program changes.

Printing Timeline

July 15	Pre-registration form/preliminary program brochure to printer
August 1	Pre-registration form/preliminary program brochure mailed
September 25	Final program (to be used on-site) to printer (or to staff to be photocopied).

WORKSHOP PLANNING FORM

Name of Region or Committee: Elementary Administration

Contact Person: Ray Folcarelli Phone: 213 673-3490

Address: Dir., Athelen School, Lennox Sch. District
School: 4125 E. 105th St. Inglewood.

Meeting date(s): 4/29/83 - NW; 5/6/83 SW 4/22 NW 5/13 SW
Desired date(s) Alternate date(s)

Location: Anfac - NW Hyatt LAX - SW

Sleeping rooms required: 10 Singles: 5 Twins: 5
Doubles: _____ Suites: _____

No. Persons attending: 250 Spouse Yes: _____ No: _____

Has committee or region held workshops in the past? If so, please name contact person: NW

_____ Is this an annual function? Yes: _____ No: _____

WORKSHOP REQUIREMENTS:

1. Number of meeting rooms required: 1 - Gen Ses Break-out rooms: 4

A) Type of set-up: Theatre breakouts
Schoolroom _____
Conference style _____
Rounds lunch

2. Head table arrangements: 4, lectern

3. A-V Equipment: tbd

4. Food services required: lunch

5. Coffee services required: morning

FORMAT OF WORKSHOP

8:30 - 2:30 Registration (coffee 8:30 - 9:30)
9:30 - 10:30 general session
10:45 - 11:45 4 breakouts
12:00 - 1:30 lunch and speaker
2:30 - 2:30 4 breakouts
2:45 - 3:45 4 breakouts

Please fill out and remit to: Jacquie Howell, ACSA Conference Executive
1575 Old Bayshore Highway, Burlingame, CA 94010

WORKSHOP PLANNING FORM

Name of Region or Committee _____

Contact Person _____ Phone ( ) _____

Address _____

_____

Meeting date(s) _____
Desired date(s) Alternate date(s)

Location _____

Sleeping rooms required _____ Singles _____ Twins _____
Doubles _____ Suites _____

No. Persons attending _____ Spouse Yes _____ No _____

Has committee or region held workshops in the past? If so, please name contact person:

_____ Is this an annual function? Yes _____ No _____

WORKSHOP REQUIREMENTS:

1. Number of meeting rooms required _____ Break-out rooms _____

A) Type of set-up: Theatre _____
Schoolroom _____
Conference style _____

2. Head table arrangements _____

3. A-V Equipment _____

4. Food services required _____

5. Coffee services required _____

FORMAT OF WORKSHOP

Please fill out and remit to: Jacquie Howell, ACSA Conference Executive
1575 Old Bayshore Highway, Burlingame, CA 94010

GLOSSARY OF HOTEL TERMS

Room Accommodations

Single	A room to be occupied one person.
Double	A room with one large bed for two persons.
Twin Double	A room with two double beds for two, three or four persons; sometimes called a "family room" or a double-double.
Twin	A room with two single beds for two persons. (Beds can be adjoining with common headboard).
Studio	A one-room parlor set-up having one or two couches that convert to a bed. (Sometines called an executive room).
Parlor	A living or sitting room not used as a bedroom. (Called a "salon" in some parts of Europe).
Junior Suite	A larger room with a partition separating the bedroom furnishings from the sitting area.
Cabana	A room adjacent to pool area with or without sleeping facilities, usually separate from hotel's main building.
Suite	A parlor connected to one or more bedrooms. When requesting a suite, always designate the number of bedrooms needed.
Lanai	A room overlooking water or a garden with a balcony or patio. (Resort hotels mainly).
Hospitality	A room used for entertaining (cocktail party, etc.). Ususally a function room or parlor.
Hospitality Suite	A parlor with connecting bedroom(s) to be used for entertaining.
Connecting Rooms	Two or more rooms with private connecting doors permitting access between rooms without going into the corridor.
Adjoining Rooms	Two or more rooms, side by side without a connecting door between them. In other words, rooms can be adjoining without being connecting.
Note	Roll-away beds are available in most hotels at a nominal price. They can be installed in bedrooms or parlors for extra persons occupying the room.

Room Reservations

Guaranteed Payment Reservation — A room is set aside by the hotel, at the request of the customer, in advance of the guest's arrival. Payment for room is guaranteed and will be paid by a company or organization even though guest may not arrive--unless the cancellation procedure in effect at each property is adhered to. Company or organization should receive from the hotel a cancellation code or name of the person accepting the cancellation.

Pre-Registration — The guest is pre-assigned a room by the hotel to be available upon the guest's arrival. This procedure is also used for some types of group business. Some hotels have a special "pre-registration" desk or rack near the front desk.

Confirmed Registration — An oral or written confirmation by the hotel that a reservation has been accepted (written confirmations are preferred). There is usually a 6:00 p.m. (local time) check-in deadline. If guest arrives after 6:00 p.m. and the hotel is full, the assistant manager will make every effort to secure accommodations in another hotel. This does not apply to guests with confirmed reservations where a specific time "late arrival" has been specified.

Deposit Reservation — A reservation for which the hotel has received cash payment for at least the first night's lodging in advance and is obligated to hold the room regardless of the guest's time of arrival. The hotel should pre-register this type of guest. Cancellation Procedure: this type of reservation should be cancelled as early as possible but a minimum of 48 hours prior to scheduled date of arrival in a commercial hotel. For resort hotels, the customer should verify cancellation policy at the time of making the reservation.

Commercial Rate — The rate agreed upon by a company and the hotel for all individual room reservations.

Flat Rate — Specific room rate for a group agreed upon by the hotel and group in advance.

Day-Rate — Usually one-half the regular rate of a room for use by the guest during a given day up to 5:00 p.m. Sometimes called a "use rate".

Run of the House Rate	An agreed upon rate generally priced at an average figure between minimum and maximum for group accommodations for all available rooms except suites. Room assignments usually made on a "best available" basis.
Rack Rate	The current rate charged for each accommodation as established by the hotel's management.
No-Show	A confirmed reservation that has not been fulfilled or cancelled by the guest.

Room Occupancy

Check-In	The hotel day starts at 6:00 p.m.; however, occupancy of rooms by arriving guests may not be possible until after the established check-out time (usually 1:00 p.m.). Guests are required to sign hotel's registration card.
Check-Out	All guests should advise hotel cashier upon departure and follow the agreed upon procedure for payment. If room is required by guest beyond the hotel's posted check-out time, approval must be given by hotel management.

Banquets and Functions

Guarantee	The figure given by function planner to hotel at least 24 hours prior to function for number of persons to be served. Most hotels are prepared to serve 5% over the guaranteed figure. Payment is made on the basis of the guaranteed number of covers or total number served, whichever is greater.
Covers	The number of persons served at a food function.
French Service	Each food item individually served on a plate at the table by a waiter; as opposed to serving a completely set-up plate.
A La Carte	A meal where each item on the menu is priced separately (Run of the menu).
Cash Bar	A private room bar set-up where guests pay for drinks. Sometimes known as a "COD Bar" and "A La Carte Bar". This type of bar is usually set up by hotel for large groups.
Paid Bar	A private room bar set-up where all drinks are prepaid. Tickets for drinks are sometimes used.

Host Bar	A private room bar set-up where drinks are prepaid by a sponsor. (Sometimes known as a "Sponsored Bar").
Open Bar	A private room bar set-up where guests do not pay for drinks. A host bar is a form of open bar.

Negotiations & Arrangements

Proposal	First letter sent by hotel outlining the understanding between the buyer and the hotel.
Option Date	The date agreed upon when a tentative agreement is to become a definite commitment by the buyer and seller.
Letter of Agreement	Letter from the buyer accepting the proposal. This may be the hotel's proposal initialed by the buyer. No legal agreement exists unless both sides have exchanged letters or duplicates of letters have been okayed.
Cut-Off Date	The designated day when the buyer (upon request) must release or add to function room or bedroom commitment. On certain types of groups, rooming lists should be sent to the hotel at least two weeks prior to arrival.
Rooming List	A list of names submitted by the buyer (in advance) of guests to occupy the previously reserved accommodations.
Commitment	The detailed arrangements hotel and/or buyer have agreed upon. Same as proposal or agreement, but not used in the legal sense.

FUNCTION ROOM SET-UP GUIDE

A. Keynote Session Room

1. To accommodate 300-500 persons,

2. Generally set in theatre style

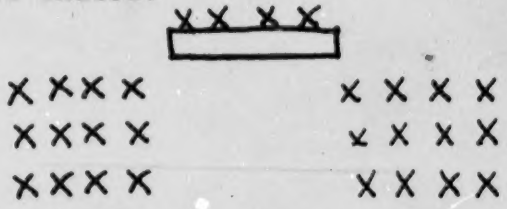
B. Break-Out Session Room

1. To accommodate 35-75 persons

2. May be set in a variety of ways:

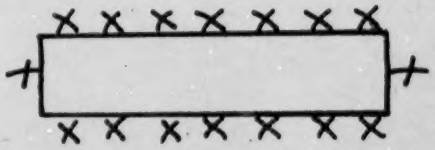
a. theatre style set-up

chairs are arranged as in movie theatre, 4 ft. to 6 ft. aisles are required by fire regulations (check local ordinances), speakers' table should be 6 ft. away from front edge of first rows of chairs.



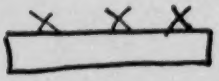
b. conference style set-up

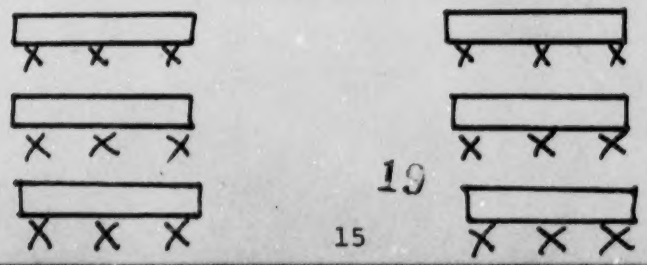
arrange double width (60 in.) 6 ft. tables large enough to accommodate expected attendance. Allow at least 24 in. of space per person. Not to be used for seating more than 30 persons, preferably 20.



c. schoolroom style set-up

arrange 18 in. wide x 6 ft. long tables one in front of the other, usually two or three rows on either side of wide center aisle.





GUIDE FOR GROUP MENU PLANNING

A. Overview

Meal functions provide more than food at workshops. As a social event, they are as important as any item on the program. These functions fall into many categories: banquets, luncheons, breakfasts, cocktail parties, hospitality suites, coffee breaks.

B. Working With The Banquet Manager

1. Explain the personality of your group to the banquet manager and outline the goal of each function so that he/she can suggest appropriate set-up and decor.

2. Let the Chef assist in choosing items on your menu to keep the cost down.

3. Be sure to ask if the tax and gratuity are included in the quoted price. This generally is 21% now; however, it may vary from city to city due to local taxes. It is customary that the 15% tip be computed after the tax has been added to the food or beverage cost.

4. Always price a food function in round figures. For example, if the cost of your luncheon (including tax and tip) is $12.45, charge $13.00 This will help you cover the cost of ticket printing, handling expense and will make it easier for the registrar on-site.

5. Allow the following times for serving:

breakfast	45 minutes
luncheon	1 hour
dinner (four courses)	1-1/4 hours

6. Plan 20 cups of coffee per gallon for scheduled breaks. Allow at least two cups per person.

SITE SELECTION CHECKLIST

It is absolutely vital that you or your committee visit and personally check your meeting site. Contact the director of sales at the hotel or facility and notify her/him that you are coming to inspect the property with the possibility of bringing in a workshop.

Refer to your Workshop Planning Form during the inspection and check to see that the facility will meet your requirements.

Name of facility_____

Address_____Phone ( )_____

Name of Director of Sales_____

Name of Banquet Manager_____

Name of Maitre d'_____

Other names to remember_____

_____

Prior Use of Facility by your group_____

_____ General Condition of facility

_____ Ability to accommodate guests

_____ Ability to accommodate meeting needs (stage space, etc.)

_____ Rehearsal time privileges preceding meeting--is room available?

_____ Facilities to support meeting:

_____audio-visual equipment _____rental charge

_____lights _____rental charge

_____sound system _____rental charge

_____ Accessible for travel from outside city

_____ Accessible for travel from inside city

_____ Good relations with unions

_____ Suitable area climate

_____ Provision for internal diversions

_____ Accessibility to outside diversions

_____ Meeting room capacity large enough

_____ Adequate staff

_____ Available for time period desired

_____ Rates to fit budget

_____ Flexible in food prices--will they negotiate?

_____ Sleeping room rates--what is comp policy (generally 1/50 rooms booked).

_____ Cost for meeting room rental

_____ Other

_____

_____

WORKSHOP BUDGET PLANNING FORM

CASE STUDY

I N C O M E

PRE-REGISTRATION

75	Members	@ $ 45	=	$ 3,375
25	Non-members	@ $ 60	=	$ 1500

ON-SITE REGISTRATION

20	Members	@ $ 50	=	$ 1,000
_____	Non-Members	@ $_____	=	$ 0

$ 5,875 X 2 Locations =

TOTAL INCOME. . . . . $ 11,750

E X P E N D I T U R E S

PRINTING		
Brochure	=	$ 1,000
Badges	=	$ 20
Program	=	$ 20
Instructional Materials	=	$ 200
POSTAGE AND HANDLING	=	$ 300
PROGRAM PARTICIPANTS		
Honoraria	=	$ 800
Expenses	=	$ 200
FACILITIES		
Meeting Room Rental	=	$ 500
Coffee Breaks	=	$ 400
Food Functions	=	$ 3,600
AUDIO VISUAL EQUIPMENT	=	$ 300
STAFFING		
Pre-Registration	=	$ 350
On-Site Registration	=	$ 300
Travel Expenses	=	$ 300
GENERAL EXPENSES	=	$ 300
Committee Expenses/Staff Liaison	=	$ 1,500
TOTAL EXPENDITURES	=	$ 10,090

INCOME $ 11,750 - EXPENDITURES $ 10,090 = $ 1660 PROFIT

PRINTING TIMELINE

Brochure Copy To Conference Dep't	January 17, 1983
To Publications Department	January 24, 1983
To Printer	February 7, 1983
Completed/Mailed	February 22, 1983

WORKSHOP BUDGET PLANNING FORM

I N C O M E

PRE-REGISTRATION

_____ Members @ $_____ = $_____

_____ Non-members @ $_____ = $_____

ON-SITE REGISTRATION

_____ Members @ $_____ = $_____

_____ Non-Members @ $_____ = $_____

$_____ X 2 Locations =

TOTAL INCOME. . . . . .$_____

E X P E N D I T U R E S

PRINTING

Brochure = $_____
Badges = $_____
Program = $_____
Instructional Materials = $_____

POSTAGE AND HANDLING = $_____

PROGRAM PARTICIPANTS

Honoraria = $_____
Expenses = $_____

FACILITIES

Meeting Room Rental = $_____
Coffee Breaks = $_____
Food Functions = $_____

AUDIO VISUAL EQUIPMENT = $_____

STAFFING

Pre-Registration = $_____
On-Site Registration = $_____
Travel Expenses = $_____

GENERAL EXPENSES = $_____

Committee Expenses/Staff Liaison = $_____

TOTAL EXPENDITURES = $_____

INCOME $_____ - EXPENDITURES $_____ = $_____ PROFIT

ASSOCIATION OF CALIFORNIA SCHOOL ADMINISTRATORS HUMAN RESOURCES

Bilingual/Bicultural Education

Blas Garza, Principal
Franklin Elementary School
230 N. Voluntario Street
Santa Barbara, CA 93103
(805) 963-4331

Clinical Supervision

Richard Ehrgott, Director
Elementary Education
Visalia Unified Schools
315 E. Acequia Street
Visalia, CA 93277
(209) 625-6554

Communications Strategies/Interpersonal Communications

Norman E. "Knute" Clark
P. O. Box 5001
South San Francisco, CA 94080
(415) 589-2993

James Perino, Principal
El Segundo Senior High School
640 Main Street
El Segundo, CA 90245
(213) 322-4500

Confidential Employees

Carol Sweeney
Classified Training Officer
Los Angeles Unified School District
450 N. Grand Avenue
Los Angeles, CA 90012
(213) 625-6430

Contract Management

Joe Crossett
Attorney At Law
1811 Santa Rita Road
Pleasanton, CA 94566
(415) 462-7910

Curriculum Development

Art Costa, Chairman
Department of Ed. Administration
California State University, Sacramento
6000 J Street
Sacramento, CA 95819
(916) 791-7304
(916) 454-6310

Madeline Hunter, Principal
University Elementary School
405 Hilgard Avenue
Los Angeles, CA 90024
(213) 825-1801

Robert Wirtz, President
Curriculum Development Associates
P. O. Box 6417
Carmel, CA 93921
(408) 624-8115

Frank Lopes, Assist. Superintendent
Educational Services
Azusa Unified School District
546 S. Citrus Avenue
P. O. Box 500
Azusa, CA 91702
(213) 967-6211

Joel Thornley, Assist. Superintendent
Instruction
Hayward Unified School District
24411 Amador Street
P. O. Box 5000
Hayward, CA 94540
(415) 881-2600

Marilyn Hammond
Curriculum Executive
Association of California School Administrators
1517 L Street
Sacramento, CA 95814
(916) 444-9322

Discipline

Gene Bedley, Principal
El Camino Real Elementary School
4782 Karen Ann Lane
Irvine, CA 92714
(714) 551-3090

Joseph Sorrentino
Judge of the Juvenile Court
Los Angeles County
2049 Century Park, Suite 1800
Los Angeles, CA 90067
(213) 879-2283

Dismissal Procedures

Delaine Richards, Administrator
Personnel Services
Irvine Unified School District
P. O. Box 19535
Irvine, CA 92713
(714) 556-4900

Employment Rights

Gale Reynolds
Professional Standards Executive
Association of California School Administrators
4020 Birch Street, Suite 111
Newport Beach, CA 92660
(714) 975-0624
(213) 687-9788

Leroy Watt
Employer/Employee Relations Executive
Association of California School Administrators
1517 L Street
Sacramento, CA 95814
(916) 444-9322

Evaluation

Ronald Hockwalt, Director
Management Training
San Diego County Office of Education
6401 Linda Vista Road
San Diego, CA 92111
(714) 292-3568

Financial Counseling

*Individual Personal Financial Planning and Income Tax Planning:

Glen Davis
7700 College Town Drive
Sacramento, CA 95826
(916) 381-5003

*Investment Counseling:

Louis John Grimard, Account Executive
Dean Witter Reynolds, Inc.
751 Cordova Street
Pasadena, CA 91109
(213) 449-1240
(213) 684-0140

*Tax Sheltered Annuity and Estate Planning

Grasberger Company
1601 Old Bayshore Highway
Burlingame, CA 94010
(415) 692-5672

Futures

Don Glines, Assistant to the Director
Office of Instructional Support and Bilingual Ed.
Curriculum and Support Services Division
State Department of Education
721 Capitol Mall
Sacramento, CA 95814
(916) 445--7459

General Session Speakers

Leo Buscaglia
Department of Special Education
School of Education
University of Southern California
University Park, CA 90007
(213) 743-2311

Paul Conrad, Editorial Cartoonist
Los Angeles Times
Times Mirror Square
Los Angeles, CA 90053
(213) 972-5000

General Session Speakers Continued

Dorothy De Bolt, Founder
AASK-Aid To Adoption of Special Kids
411 Wildwood
Piedmont, CA 94611
(415) 451-1748

George Fischbeck
Meteorologist and Former Educator
KABC-TV
4151 Prospect Avenue
Los Angeles, CA 90024
(213) 663-3311
(213) 668-2800

Jess Marlow, Commentator
KNBC-TV
3000 W. Alameda Avenue
Burbank, CA 91523
(213) 845-7000

Leonard Olguin
Associate Professor
Department of Elementary Education
California State University, Long Beach
1250 Bellflower Blvd.
Long Beach, CA 90840
(213) 498-5709
(213) 697-8008

Harry Wong, Director
Project IIS,
Prentice Hall Company
1536 Queenstown Court
Sunnyvale, CA 94087
(415) 364-6666
(408) 245-5673

Humorist

George Fischbeck
Meteorologist and Former Educator
KABC-TV
4151 Prospect Avenue
Los Angeles, CA 90024
(213) 663-3311
(213) 668-2800

Interpersonal Communications

Stan Corey, Superintendent
Irvine Unified School District
P. O. Box 19535
Irvine, CA 92713
(714) 566-4900

Mary H. Lewis, Admin. Consultant,
Office of Staff Development
Los Angeles Unified School District
450 N. Grand Avenue
Los Angeles, CA 90012
(213) 625-6000

Leadership Styles

Ed Beaubier
Base, Incorporated
5631 El Parque
Long Beach, CA 90815
(714) 552-5011

Kenneth Blanchard
Co-Director
Blanchard Training and Development, Inc.
11490 Cabela Place
San Diego, CA 92127
(714) 487-5098
(714) 489-5005

John Goodlad, Dean
Graduate School of Education
University of California, Los Angeles
Moore Hall, Room 244
Los Angeles, CA 90024
(213) 825-7635

Earl V. Pullias, Professor
University of Southern California
University Park
Los Angeles, CA 90007
(213) 734-2311

Legislation

Linda Bond, Administrative Consultant
Assembly Education Committe
State Department of Education
721 Capitol Mall
Sacramento, CA 95814
(916) 445-4688

Jim Donnelly, Director,
Legislative Office
Association of California School Administrators
1517 L Street
Sacramento, CA 95814
(916) 444-3216

Jerry Hayward, Principal Consultant
State Finance Committee
State Department of Education
721 Capitol Mall
Sacramento, CA 95814
(916) 445-4688

Robert Murphy
Deputy Attorney General
State of California
350 McAllister Street
San Francisco, CA 94102
(415) 558-3946

Wilson Riles
State Superintendent of Public Instruction
State of California
721 Capitol Mall
Sacramento, CA 95814
(916) 445-4338

Luncheon/Dinner Speaker

Angelo Carmassi, Principal
Parkway Junior High School
So. San Francisco Unified School District
825 Parkway Avenue
South San Francisco, CA 94080
(415) 877-8788

Managing The Education Enterprise With Due Care

Leon Lessinger, Supt.
Stockton City Unified School District
701 N. Madison Street
Stockton, CA 95202
(209) 944-4000

Personnel Procedures

James Carvell, Assist. Supt.
Personnel Services
Ocean View Elementary School District
16940 B Street
Huntington Beach, CA 92647
(714) 847-2551

Personnel Profile System

Patty Jo Cornish
12842 Francine Court
Poway, CA 92064
(714) 748-3882

Positive Discipline

Gene Bedley, Principal
El Camino Real Elementary School
4782 Karen Ann Lane
Irvine, CA 92714
(714) 551-3090

Problem Solving

Bruce Urban, Principal
La Loma Intermediate School
1800 Encina
Modesto, CA 95351
(209) 526-9060

Arthur N. Thayer
Assistant Executive Dir, Operations
Association of California School Administrators
1575 Old Bayshore Highway
Burlingame, CA 94010
(415) 692-4300

Professional Standards

Raymond Curry
Assistant Executive Director,
Employer/Employee Relations
Association of California School Administrators
1575 Old Bayshore Highway
Burlingame, CA 94010
(415) 692-4300

Public Relations

Patricia A. Howlett
Public Relations Executive
Association of California School Administrators
1575 Old Bayshore Highway
Burlingame, CA 94010
(415) 692-4300

Public School Effectiveness

Albert V. Mayhofer, Exec. Dir.,
Stockton City Unified School District
701 N. Madison Street
Stockton, CA 95202
(209) 944-4000

School Improvement Planning

David Evans, Superintendent
San Juan Union Elem. School District
P. O. Drawer A
San Juan Bautista, CA 95045
(408) 623-3500

School Law and You

Daniel H. Nasman, Coordinator
Guidance
San Diego County Office of Education
6401 Linda Vista Road
San Diego, CA 92111
(714) 292-3500

Situational Leadership

Robert L. Reeves, Superintendent
Poway Unified School District
13626 Twin Peaks Road
Poway, CA 92064
714) 748-0010

Staff Development

Loren Sanchez, Assist. Superintendent
Instruction
Upland Elementary School District
904 W. Ninth Street
P.O. Box 1239
Upland, CA 91786
(714) 985-1864

James L. Olivero
Staff Development, LTD.
535 Everett, Suite No. 110
Palo Alto, CA 94303
(415) 326-6997

Stress Management

John Alston, President
American Institute For Stress Management
3864 Grayburn Avenue
Los Angeles, CA 90008
(213) 291-7252

Cecil Reeves, Coordinator
Planning, Development & Evaluation
San Mateo County Office of Education
333 Main Street
Redwood City, CA 94063
(415) 364-5600

Ernest Smith
Physician Specialist
Cardiology and Pediatrics
Martin Luther King Hospital
12021 So. Wilmington Avenue
Los Angeles, CA 90059
(213) 603-4655

Student Behavior and The Law

Asa Reaves, Urban Executive
Association of California School Administrators
4020 Birch Street, Suite 111
Newport Beach, CA 92660
(714) 975-0621
(213) 687-9788

John Resch, Vice Principal
Pacific Grove High School
615 Sunset Drive
Pacific Grove, CA 93950
(408) 373-4951

Time Management

Don Halverson, Assist. Supt.
Education Support & Planning Division
San Mateo County Office of Education
333 Main Street
Redwood City, CA 94063
(415) 364-5600

John B. Landis, Supt
Santa Rosa City Schools
P. O. Box 540
Santa Rosa, CA 95402
(707) 528-5181

Time Management Continued

Arthur N. Thayer
Assistant Executive Director, Operations
Association of California School Administrators
1575 Old Bayshore Highway
Burlingame, CA 94010
(415) 692-4300

The Peoples Republic Of China (Slide/Tape) And Managing Stress

William N. Mc Gowan
Field Services Executive
Association of California School Administrators
1571 Old Bayshore Highway
Burlingame, CA 94010
(415) 692-4300

Urban Affairs

Asa Reaves, Urban Services Executive
Association of California School Administrators
4020 Birch Street, Suite 111
Newport Beach, CA 92660
(714) 975-0621
(213) 687-9788

April 21, 1981

Dr. Robert Theobald
P.O. Box 1531
153-1/2 Jefferson Street
Wickenburg, AZ 85358

Dear Dr. Theobald:

On behalf of the planning committee, it is my pleasure to inquire as to your availability to address the Curriculum Workshop(s) sponsored by the Association of California School Administrators.

Four are planned throughout the state: October 9, Redding; October 24, Palm Springs; October 31, San Jose; November 7, Central Valley area. We would like to have the same General Session speaker at each workshop, but are willing to discuss your availability at one or more, if not all.

Each workshop is planned to accommodate 400 persons, and the main thrust is futures. The workshops' theme is "CURRICULUM: THE FUTURE IS NOW".

The format of the workshops calls for the General Session address between 9:00 a.m. and 10:15 a.m.

We look forward to hearing from you by the first week in May, when the committee will meet next to review responses of General Session invitees.

Thank you for your consideration.

Sincerely,

Jacquie Howell
Conference Executive

Bobbi Mulholland, Curriculum Coordinator
Irvine Unified School District
Committee Chairperson

mw

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Ernest D. Moretti, President
Emma Hulett, Vice President
Robert Mohr, President-elect
Richard T. Cooper, Past President

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John Duncan, James Fillbrandt, Alan Hopewell, George T. Hurley, Leeds R. Lacy, Jr., Gary Olson, Barbara Patterson, Don Slezak, Elizabeth Tunison

Executive Director
James M. Slezak

May 13, 1981

Dr. Robert Theobald
P.O. Box 1531
153-1/2 Jefferson Street
Wickenburg, AZ 85358

Dear Dr. Theobald:

I enjoyed speaking with you in regard to our 1981 Curriculum Conferences. The committee has authorized me to confirm your participation as the general session speaker at all four conferences.

To avoid any misunderstandings, the following arrangements will be considered complete upon receipt of a signed copy of this letter.

Dates & Locations:

October 9	Holiday Inn, Redding, California
October 24	Hilton Riviera Hotel, Palm Springs
October 31	Marriott Hotel, Santa Clara
November 7	Hacienda Hotel, Fresno

Each general session is scheduled for 9:00 a.m. - 10:15 a.m., with the exception of Palm Springs, which is 9:30 a.m. - 10:45 a.m.

Fee:

Your honorarium (including transportation) shall be $3,000 for all four appearances. Additionally, ACSA shall furnish one night's lodging at each site.

Presentation:

Shall consist of a general session address on the theme "Curriculum: The Future Is Now" of approximately 50 minutes in length, to be given to an estimated audience of 400 at each location.

continued . . .

4020 Birch St., Suite 111, Newport Beach, CA 92660
(714) 975-0621 (213) 687-9788
1517 L Street, Sacramento, CA 95814 (916) 444-3216
4470 Park Blvd., Suite 102, San Diego, CA 92116 (714) 295-2117

Officers
Ernest D. Moretti, President
Emma Hulett, Vice President
Robert Mohr, President-elect
Richard T. Cooper, Past President

Board of Directors
John Duncan
James Fillbrandt
Alan Hopewell
George T. Hurley
Leeds R. Lacy, Jr.
Gary Olson
Barbara Patterson
Don Slezak
Elizabeth Tunison

Executive Director
James M. Slezak

Publicity Requirements:

Pre-conference publicity will be released prior to the close of school. Therefore, we shall require the following items at your earliest convenience. A self-addressed, postage-paid envelope is enclosed.

1. vita
2. two glossy black and white photographs
3. a 25-word or less description of your address
4. exact title of the address
5. audio-visual requirements
6. your social security number for preparation of check

If the above criteria meet with your approval, kindly sign and return one copy of this letter, keeping one for your records.

We will forward further details regarding your presentations the week of September 21. Feel free to give me a call if you have any questions regarding the conferences.

Looking forward to meeting and working with you.

Sincerely,

Jacquie Howell

Jacquie Howell
Conference Executive

_____ _____

Robert Theobald Date

mw

ACSA WORKSHOP/BREAK-OUT SESSION PLANNING FORM

DATE _____ LOCATION _____

SESSION TITLE/TIME _____

CONFERENCE COMMITTEE CONTACT PERSON:

Name _____

Phone (___) _____ (___) _____
Bus. Res.

CHAIRPERSON Introduces presenter(s) and topic and calls session to order. May also be a presenter.

Name _____ Position _____

District _____

Address _____

City _____ Zip _____

Phone (___) _____ (___) _____
Bus. Res.

PRESENTER(S) Prepare(s), in advance, a joint presentation coordinated by the chairperson. A single presenter prepares a 30-40 minute presentation, allows time for questions and answers. Must be a member of ACSA.

Name _____ Position _____

District _____

Address _____

City _____ Zip _____

Phone (___) _____ (___) _____
Bus. Res.

Name _____ Position _____

District _____

Address _____

City _____ Zip _____

Phone (___) _____ (___) _____
Bus. Res.

Name _____ Position _____

District _____

Address _____

City _____ Zip _____

Phone (___) _____ (___) _____
Bus. Res.

Name _____ Position _____

District _____

Address _____

City _____ Zip _____

Phone (___) _____ (___) _____
Bus. Res.

ROOM MANAGER/EVALUATOR

Name _____ Position _____

District _____

Address _____

City _____ Zip _____

Phone (___) _____ (___) _____
Bus. Res.

Person responsible for coordinating break-out session lights, chairs, audio-visual equipment. Personally evaluates each session. You should report to the registration desk at least 15 minutes prior to your session to pick up the evaluation card.

SECTION MEETING DESCRIPTION FOR INCLUSION IN PROGRAM (25 words or less. Specify grade level and ADA addressed.)

_____

_____

_____

AUDIO-VISUAL EQUIPMENT

(All rooms are set up with theatre-style seating, a head table lectern and a microphone.)

Check additional necessary equipment:

___ Chalkboard
___ Display table
___ 16mm motion picture projector
___ 35mm carousel slide projector
___ Overhead transparency projector
___ Projection screen
___ Other

GUIDELINES FOR PLANNING SECTION MEETINGS

1. No expenses are paid for ACSA members. Funds requested for other presenters must be specially approved by the Conference Committee prior to confirmation of presenters.
2. One microphone is provided for every five participants.
3. ALL audio-visual equipment used must be provided from the conference site.

Funds Specially Approved by Committee (If Any)

Name _____ $ _____

For _____

ACSA WORKSHOP TABLE TALK PLANNING FORM

Dear Colleague:

Thank you for agreeing to participate by giving a Table Talk at the ACSA _____ Workshop. The Workshop Planning Committee greatly appreciates your willingness to serve your profession in this way.

Please review the Table Talk Planning Form, complete the Presenter Response at the bottom, keep a copy for yourself and return this original to the workshop committee chairperson listed below.

WORKSHOP COMMITTEE CONTACT PERSON:

Name _____

Phone ( ) _____ ( ) _____
Res Bus

TABLE TALK TITLE/DESCRIPTION

_____

_____

PRESENTER

Name _____

Position _____

District _____

Address _____

City _____ Zip _____

Phone ( ) _____ ( ) _____
Res Bus

Responsibilities: To prepare 10-15 minutes presentation on an educational program or practice for a group of 10-12, provide 45 minutes for discussion. A-V equipment is not appropriate, due to physical set-up.

_____ I will take part in the ACSA Workshop as requested.

_____ I will be unable to participate.

(Signed): _____

RETURN THIS FORM/DIRECT INQUIRIES TO _____

_____

_____

( ) _____

ACSA WORKSHOP PARTICIPANT RESPONSE FORM

To:

From: Workshop Committee Chairperson

We are happy to provide confirmation of your participation in ACSA's _____ Workshop.

Enclosed is a copy of the planning form, which indicates responsibilities.

THIS FORM MUST BE RETURNED TO ME AT THE ADDRESS LISTED BELOW BY_____ IN ORDER TO MEET PROGRAM PRINTING DEADLINES.

Thank you for agreeing to participate in our workshop. If you have any questions or concerns, please call me at the number listed below.

BIOGRAPHICAL SKETCH:

List those things you wish mentioned in your introduction. This item is not required of the session chairperson or room manager/evaluator.

_____

_____

_____ I will take part in the workshop as requested

_____ I will be unable to participate

(Signed)_____

RETURN THIS FORM/DIRECT INQUIRIES TO:_____

_____

_____

_____

( )_____

WORKSHOP PRESENTER DESCRIPTION OF RESPONSIBILITIES

Break-Out Session 35-75 attendees, approximately one hour

Chairperson	Calls a session to order by introducing the participants and the topics, and serves in additional ways as requested by the committee contact person. There may be sessions where a chairperson will be a presenter as well.
Presenter	Prepares in advance a presentation on an agreed-upon topic, coordinated by the chairperson and, optionally, the committee contact person.
Room Manager/ Evaluator	Reports to the registration desk at least 15 minutes prior to the session to pick up the room manager/evaluator evaluation card. Goes to break-out room to make sure thermostat is set low enough, lights are adequate, counts chairs, makes sure head table is set properly and has ice water, determines location of outlets to use with a/v, checks to make sure requested equipment is in the room. Should problems occur with break-out room set-up or a/v equipment, reports to registration desk. Personally evaluates assigned session using the card and returns it to the registration desk.

Table Talks 10-20 people, approximately one hour

Presenter	Prepares, in advance, an informal 10-15 minute presentation for a small group of 10-20, providing approximately 45 minutes for discussion. Because of physical limitations, the use of a/v equipment is not appropriate.

Action Labs/Mini-Conferences 30-100 people by choice of the presenter, approximately 4 hours

Presenter	Instructor provides in-depth, hands-on type approaches where attendees can share and learn new, innovative methods of instruction for use back in their districts.

Keynote Speaker 300-500 people, approximately 90 minutes

Speaker	The presenter, of some local or national renown, prepares a 45-60 minute presentation on an agreed-upon, timely and informative topic. She/he is sometimes preceded by a musical presentation and/or introduction of platform guests. The speaker opens, accentuates or closes the workshop with this presentation. The guest speaker should be motivational/inspirational, interesting, knowledgeable of his/her topics and show expertise in his/her field. All workshop attendees should attend this session.

GLOSSARY OF AUDIO-VISUAL EQUIPMENT

Lavaliere Mic A	A small, portable microphone that hooks around neck by ribbon or cord; commonly known as a necklace, lapel, neck or pendant mic.
Roving Mic	A hand microphone on a long electrical cord for speaker who roams around stage or in audience.
Standing Mic	A microphone attached to a metal stand from the floor. Adjustable to height of the speaker.
Table Mic	A microphone on a short stand that is placed on a table for seated speakers.
Cordless Mic	A small portable microphone without an electrical connection.
PA System	The sound system, portable or "built-in", available for amplification in one or more rooms.
Overhead Projector	Equipment which projects an image from a transparency.
Opaque Projector	Equipment which projects an image of an actual object.
Flip-Chart Stand	A large pad, usually 20 in. x 24 in. or larger, on a three-legged stand, used by a speaker for illustrative purposes.
Easel	A three-legged stand used to hold blackboards, cork boards, magnetic boards, posters, signs, etc.

Place Stamp Here

ANAHEIM MARRIOTT HOTEL
700 West Convention Way
Anaheim, California 92802

Attention: Reservations

This is your opportunity to invite:
School Board Members, Superintendents,
Teachers & Counselors, Administrators,
Community Representatives, Legislators

Combine ACSA Adult Education Workshop with National Adult Education Conference ■ Relax at Disneyland
Interface with ACSA Staff about the effectiveness of AB777 for Adult Education
Spread the message of Adult Education ■ Share your ideas at the Swap Shop Session

If you wish additional information on speakers, workshops or entertainment, please call

Mattie Walker
Conference Coordinator
(213) 731-6371
—*Or*—
Lee Clark
ACSA Adult Education Chairman
(415) 797-9594
or
Jacquie Howell
ACSA Conference Executive
(415) 692 4300

YOU ARE ALSO INVITED TO ATTEND THE NATIONAL ADULT EDUCATION CONFERENCE

ANAHEIM in '81

Disneyland Hotel
October 28 thru November 1

Yes, I'm interested in the 1981 National Adult Education Conference in Anaheim, California from October 28 thru November 1.

Please send me _____ sets of programs and registration information.

Name

Address

City

State Zip

MAIL TO:
NAEC '81
National Adult Education Conference
c/o Belmont Community Adult School
1575 West Seventh Street
Los Angeles, California 90015

WE'VE ONLY JUST BEGUN!

9th Annual Adult Education Workshop

October 27-28, 1981

AT THE

ANAHEIM MARRIOTT
ANAHEIM, CALIFORNIA

SPONSORED BY

Foundation for Educational Administration
Adult Education Committee

Rep 9

45

46

ACSA FOUNDATION FOR EDUCATIONAL ADMINISTRATION
ADULT EDUCATION WORKSHOP
October 27 & 28, 1981

HOTEL RESERVATION CARD

Please complete and mail to Anaheim Marriott, 700 W. Convention Way, Anaheim, California 92802 prior to October 6, 1981. Room will be held until 6:00 p.m. First night's deposit is required for late arrivals. Room rates will prevail from October 26 through October 31.

Name _____

Roommate's Name for Twin Reservation _____

Address _____

City _____ State _____ Zip _____ Phone ( ) _____

Arrival Date _____ Time _____ Departure Date _____

Please Reserve: (Circle Choice)
Single Double Twin

All accommodations are $48* per night
*Add 6% City Tax

RESERVATION DEADLINE: OCTOBER 6, 1981

ACSA FOUNDATION FOR EDUCATIONAL ADMINISTRATION
1981 ADULT EDUCATION WORKSHOP

Direct Inquiries: ACSA Conference Dept.
(415) 692-4300

Please register me for the 1981 Adult Education Workshop, Tuesday & Wednesday, October 27 & 28 at the Anaheim Marriott Hotel, 700 W. Convention Way (adjacent to the Convention Center).

Workshop Pre-Registration			On-Site Registration	
ACSA Member	$20.00	$ _____	$25.00	$ _____
Non-Member	$30.00	$ _____	$35.00	$ _____
Tuesday Luncheon	$11.00	$ _____		
Tuesday Reception	$ 2.00	$ _____	Circle Method of Payment:	
Wednesday Breakfast	$ 9.00	$ _____	Purchase Order (No. _____)	
TOTAL		$ _____	Personal Check	District Check

Name _____ Position _____

School District/Your Mailing Address _____

City _____ State _____ Zip _____ Phone ( ) _____

Mail checks to: ACSA Foundation, Department 05546, San Francisco, CA 94139.

Mail purchase orders to: ACSA Foundation, 1575 Old Bayshore Highway, Burlingame, CA 94010.

$10.00 service charge on all cancellations.

PRE-REGISTRATION/CANCELLATION DEADLINE (must be in writing): OCTOBER 9, 1981

357.02

AGENDA

Tuesday, October 27, 1981

8:00 a.m. to 4:30 p.m.
REGISTRATION

9:00 a.m. to 10:15 a.m.
OPENING SESSION
Welcome and Introductions
We've Only Just Begun

10:30 a.m. to 11:30 a.m.
Workshop Sessions

11:45 a.m. to 2:00 p.m.
LUNCHEON
GUEST SPEAKER

2:15 p.m. to 3:15 p.m.
Workshop Session

3:30 p.m. to 4:30 p.m.
Workshop Session

5:00 p.m. to 7:00 p.m.
RECEPTION

Wednesday, October 28, 1981

8:00 a.m. to 12:15 p.m.
REGISTRATION

9:00 a.m. to 11:00 a.m.
BREAKFAST
GUEST SPEAKER

11:15 a.m. to 12:05 p.m.
Workshop Session

12:15 p.m. to 1:15 p.m.
Workshop Session

1:30 p.m.
Adjourn To
National Conference's Fiesta
at Disneyland Hotel

WORKSHOP TOPICS

- ACSA's Track Record with Adult Education
- Adult Ed - Delivery System with A Future
- Human Side of School Management
- Management Styles
- Legal Rights of Women in Management
- Telling It Like It Was, Is, and Can Be
- Personal Financial Investments
- Working With the Political System
- Lobbying the School Board
- Evaluation and Assessment of Management
- Improving Classroom Effectiveness
- Alternative Careers for Administrators
- Consumer Skills in Arts & Science
- Vocational Education, Title VII and Title IX
- Is Adult Ed an Unguided Missile?
- Coalition or Domination, Your Choice
- Putting Your Community To Work For You
- Stabilizing Your School Budget
- Retirement: Sunrise or Sunset?
- Staff Evaluation - Future or Retro?
- ACSA's Involvement in Legislation

We've Only Just Begun
There are more workshops!

SWAP SHOP

Registrants are encouraged to display representative material from their respective programs and schools. A "swap shop area" will be available during the conference. Bring ideas and brochures.

WORKSHOP PACKING LIST

_____ Registration cards to be used for on-site registrants

_____ Registration cards of pre-registrants

_____ Pre-registrants' packets

_____ Programs

_____ Extra badges (& badge holders if 2-day workshop) for on-site

_____ Workshop evaluation forms

_____ Calculator

_____ Cash

_____ Workshop files

_____ Ribbons (program participant, conference committee, etc.)

_____ Meal tickets (if to be used--otherwise direct servers to check for badges)

_____ Stapler, staples, staple remover

_____ Pens (ballpoint and heavy felt markers)

_____ Pencils

_____ Rubber bands

_____ Paper clips

_____ Scissors

_____ Envelopes

_____ Paper

_____ Receipt book or prepared receipts

_____ Cash Box

_____ Tape

_____ Tape Dispenser

1575 Old Bayshore Highway

Burlingame, CA 94010

WORKSHOP EVALUATION FORM

Please complete this form and leave it at the ACSA registration desk, or give to the workshop leader.

Title of Workshop: _____

Date: _____ Location: _____

Title of Sessions:	Excellent	Good	Fair	Poor
_____	4	3	2	1
_____	4	3	2	1
_____	4	3	2	1
_____	4	3	2	1
_____	4	3	2	1
_____	4	3	2	1
_____	4	3	2	1
_____	4	3	2	1
_____	4	3	2	1
Conference Rooms	4	3	2	1
Meals	4	3	2	1
Accommodations -- Hotel and/or other facilities	4	3	2	1
Pre-Registration Information	4	3	2	1
On-Site Registration	4	3	2	1

Suggestions For Future Workshop Speakers:

_____

_____

_____

Comments:

_____

_____

_____

_____

_____

CURRICULUM FOR ALL SEASONS

Room Manager Evaluation Card

Notify Chairperson to make presenter(s) aware that their session may be taped and to speak directly into the microphone. Questions from the audience should be repeated into the microphone.

Name of section or super session meeting: _____

_____

Presenter's(s) name(s): _____

Room capacity: ____ Number in attendance: Beginning _____ Conclusion _____

Presenter(s): Met objectives: Yes ____ No ____ Held audience interest: Yes ____ No ____

Involved audience: Yes ____ No ____ Overall evaluation: Excellent ☐

Good ☐

Average ☐

Poor ☐

Would recommend this topic for future conferences: Yes ____ No ____

Would recommend presenter(s) for future conferences: Yes ____ No ____

General comments: _____

_____

Please return this evaluation card to the Conference Operations Center, the Poseidon Box Office, when completed.

1981

CO-ADMINISTRATORS WORKSHOP

FINANCIAL REPORT

INCOME - NORTH OCTOBER 5, 1982

62	pre-reg members	@ $30 =	$1860
22	pre-reg nonmbrs	@ $40 =	880
5	on-site members	@ $30 =	150
29	on-site members	@ $35 =	1,015
6	on-site nonmbrs	@ $45 =	270
7	service fees	@ $10 =	70
1	spouse lunch	@ $10 =	10
16	comp lunches		

136 Bodies Income: $4255

INCOME - SOUTH OCTOBER 12, 1981

36	pre-reg members	@ $30 =	$1,080
17	pre-reg nonmbrs	@ $40 =	680
1	pre-reg member	@ $35 =	35
19	on-site members	@ $35 =	665
1	on-site member	@ $30 =	30
9	on-site nonmbrs	@ $45 =	405
5	service fees	$ $10 =	50
16	comp luncheons		

96 Bodies Income: $2945

Total Income: $7200 Actual Attendance: 232

EXPENDITURES - NORTH OCTOBER 5

Brochure Printing	$762.14 ÷ 2 =	$ 381.07
Mailing & Hand.	$232.85 ÷ 2 =	$ 116.42
Labels	$ 63.28 ÷ 2 =	$ 31.64
Luncheon		1604.51
Coffee		160.91
Room Charge/Rental		200.00
Audio Visual		137.80
Staff Expenses		Ø.ØØ
Speaker/Committee Honorariums:		
Joan Eberle		152.00
Barry Crow		144.70
Phil Haley		218.20
John Liechty		113.00
Bo Resch		168.68
Les Van Dyke		148.00
Lee Lundberg		14.35

(Honorarium Sub. 958.93)

EXPENDITURES - OCTOBER 12

Brochure Printing	$762.14 ÷ 2 =	$ 381.07
Mailing & Hand.	$232.85 ÷ 2 =	$ 116.43
Labels	$ 63.28 ÷ 2 =	$ 31.64
Luncheon		881.89
Coffee		79.24
Room Charge/Rental		125.00
Audio Visual		Ø.ØØ
Staff Expenses		134.85
Speaker/Committee Honorariums:		
Joan Eberle		279.54
Barry Crow		151.82
Phil Haley		40.00
Don Bandaris		12.80
Bo Resch		149.25
Les Van Dyke		20.00
Susan Stark		14.69
Robert Stammerjohan		217.05
John Simas		86.40

(Honorarium Sub. 971.55)

Total Expenses: $6312.95

Total Income: $7200.00
Total Expenses: $6312.95

PROFIT: $ 887.05

adg 3/16/82